

COMMUNITY CONVERSATIONS IMPACT EVALUATION DISSEMINATION EVENT AGENDA

DRAFT AGENDA

‘WHAT WORKS?’: AN EVIDENCE-BASED PANEL PRESENTATION OF LESSONS LEARNED FROM THE IMPLEMENTATION AND EVALUATION OF COMMUNITY ENGAGEMENT ON AWARENESS-RAISING ON IRREGULAR MIGRATION, THE PROMOTION OF ALTERNATIVE PATHWAYS AND THE CREATION OF LOCAL OPPORTUNITIES

28 September 2022 Hilton Hotel, Addis Ababa

9:30 a.m.-10:00 a.m. Arrival and Coffee

10:00 a.m. – 10:45 a.m. Opening remarks

- 10-10:15 IOM Moderator thanks attendees, participants and introduces event, speakers and artists
- 10:15-10:30 Government of Ethiopia presents CCP and GoE involvement
- 10:30-10:45 Liyunet introduces GoE and IOM collaboration; history of CCP; Ethiopian socio-political and migration context

10:45 a.m. – 11:35 a.m. Community Conversation Programme in Ethiopia (Betsy and Eduardo)

- 10:45-10:55 Impact evaluation methodology, limitations and challenges
- 10:55-11:10 key quantitative findings (Eduardo)
- 11:10-11:25 qualitative findings (Betsy)
- 11:25-11:50 questions

11:50-11:55 a.m. Moderator wraps questions and introduces MaM colleagues

11:55-12:25 p.m. IOM X (Alexandra)

- Intro to IOM X And WAKA Well (including livelihood components).
- Aspects of IOM X that changed participants’ attitudes toward irregular migration and their knowledge of risks and opportunities about both regular and irregular migration.
- Participants’ Knowledge, Attitudes and Practices prior to the intervention and shifts, including possible reasons for shifts.
- How the intervention leadership engaged local authorities

12:30-1:30pm Lunch and Gallery Walk

1:30-1:45pm Moderator reconvenes participants



1:45-2:00 Migrants as Messengers (Marilena)

- Intro to MaM
- MaM logic and key activities
- Main lessons of MaM
- Key results of MHPSS

2:00-2:15p.m. Migrants as Messengers Impact Evaluation (Oumarou)

- Evaluation method
- Key achievements of MaM

2:15-2:30 MaM Q&A

2:30- 2:35 Moderator thanks MaM and introduces panel

2:35-2:50 Coffee Break and Gallery Walk of artwork relevant to migration-response programs

2:15-2:30 Moderator reconvenes participants

2:55 p.m. – 4:25 p.m. Panel discussion: ‘Lessons for future IOM awareness raising campaigns in Ethiopia and Africa’

- Moderator reconvenes participants, thanks panel and introduces closing ceremony.
- 45 minutes discussion followed by 15 minutes questions from the audience
- Participants: Betsy, Eduardo, Oumarou, Marilena and Alexandra
- Ask speakers to provide 2-3 questions that they would like to discuss related but not limited to:
 - **Components of a successful awareness-raising campaign with a sustained effect over time.**
 - What is the ideal design of an information campaign? What are the main components? Should it be limited to information, or should there be a material component? What should be the role of IOM?
 - How can IOM monitor the activities and make sure that activities are taking place?
 - What should the donor community be aware of at the time of financing an awareness-raising campaign?
 - Who should deliver the campaign to increase the probability that the potential migrants trust the messages: The community, the government, IOM? What are the benefits and costs of either option?
 - Are there any ‘universal’ best practices for having the campaigns be community-owned, community-driven and sustainable?
 - **Conditions around the campaign that affect its success and how to account for them:**
 - What is the role of safe migration pathways and circular migration with the main destination countries of migrants that move irregularly? If those pathways do not exist, what should the campaign promote?
 - What are the limits of awareness-raising campaigns to change intentions and behaviors to migrate irregularly?



- What to do in cases that there is limited ownership or buy-in by government or communities?
- Can information alone change attitudes and behavior in contexts where there is a tradition in migration or where it is through migration that people can access economic opportunities?

4:25 p.m. – 5:00 p.m. Closing ceremony: presentation of certificates of appreciation, handover of CCP documents to the Embassy of the Netherlands and the Government of Ethiopia

- Key stakeholders receive a certificate of appreciation distributed by Liyunet and IOM colleagues

5:00-5:05p.m. Moderator thanks all for attending and states how the findings from this event will be further used

5:05 p.m. – 6:00 p.m. Continued gallery walk and cocktail hour